

Market research

Individual elements:

Identify a niche.

Go to Amazon reviews.

Go to YouTube.

Search for additional information.

Put it in the doc.

Unperfect research.

Problem: not understanding the reader, vague reviews/comments.

WHY? Not able to extract info from vague things.

WHY? I can't know what is in the mind of the reader.

WHY? I can't create a movie of their life.

WHY? Didn't review my notes on the empathy mini-course.

WHY? "Procrastinating to solve the problem" mistake.

Solution: rewatch the empathy mini-course and review your notes.